ADVERTISEMENT REPORT
BY MAGAZINE AND MANUFACTURER
DECEMBER 1994

AD #	BRAND	MFG	SIZE	CLR	MAGAZINE	ISSUE	PRICE
102	MONTCLAIR 100L	3			TV GUIDE	11/19/94	119.500
102	MONTCLAIR 100L	3			TV GUIDE	12/10/94	119.500
104	MONTCLAIR 100L	3			TV GUIDE	12/17/94	119.500
702	CAMEL L + SPL	2	SP		TOTAL TV	3/05/94	142.205
702	CAMEL L + SPL	2	SP		TOTAL TV	3/26/94	142.205
122	CAMEL SP L	2	2C		TOTAL TV	4/16/94	76.065
717	MARLBORO L	1	BC		TOTAL TV	10/15/94	85.990
985	MERIT+UL+ULTIMA	1	BC		TOTAL TV	1/01/94	85.990
985	MERIT+UL+ULTIMA	1	BC		TOTAL TV	1/08/94	85.990
985	MERIT+UL+ULTIMA	1	BC		TOTAL TV	1/15/94	85.990
985	MERIT+UL+ULTIMA	1	BC		TOTAL TV	1/22/94	85.990
142	V SLIMS	1	1/2 PG	BW	TOTAL TV	11/05/94	24.772
628	V SLIMS L	1	BC		TOTAL TV	9/24/94	85.990
630	V SLIMS L	1			TOTAL TV	11/26/94	66.140
622	V SLIMS L+ML	1	BC		TOTAL TV	5/28/94	85.990
624	V SLIMS L+ML	1	2C		TOTAL TV	7/02/94	76.065
624	V SLIMS L+ML	1	2C		TOTAL TV	7/09/94	76.065
624	V SLIMS L+ML	1	2C		TOTAL TV	7/30/94	76.065
248	B+H M	1	CS		UPSCALE	5/00/94	18.900
250	B+H M	1	BC		UPSCALE	6/00/94	12.600
259	B+H M	1	CS		UPSCALE	11/00/94	18.900
680	KOOL	4	BC		UPSCALE	3/00/94	12.600
683	KOOL	4	BC		UPSCALE	4/00/94	12.600
683	KOOL	4	3C		UPSCALE	5/00/94	9.450
690	KOOL	4	SP		UPSCALE	6/00/94	18.900
702	KOOL	4	3C		UPSCALE	8/00/94	9.450
696	KOOL	4	CS		UPSCALE	9/00/94	18.900
720	KOOL	4	SP		UPSCALE	11/00/94	18.900
720	KOOL	4	SP		UPSCALE	12/00/94	18.900
625	V SLIMS L	1	CS		UPSCALE	8/00/94	18.900
627	V SLIMS L	1	BC		UPSCALE	9/00/94	12.600
635	V SLIMS L	1	SP		UPSCALE	11/00/94	18.900
636	V SLIMS L	1	BC		UPSCALE	12/00/94	12.600
618	V SLIMS L+ML	1			UPSCALE	4/00/94	8.400
621	V SLIMS L+ML	1			UPSCALE	5/00/94	8.400
410	B&H L	1			US	8/00/94	37.615
424	B&H L	1			US	12/00/94	37.615
550	B+H	1	BC		US	5/00/94	48.900
555	B+H	1	SP		US	6/00/94	75.230
566	B+H	1	SP		US	7/00/94	78.990
582	B+H	1			US	10/00/94	37.615
243	B+H UL	1	SP		US	11/00/94	75.230
124	BASIC	1			US	3/00/94	37.615
130	BASIC	1			US	5/00/94	37.615
137	BASIC	1			US	8/00/94	37.615
146	BASIC	1			US	11/00/94	37.615
701	CAMEL L + SPL	2	4PG	U	US	3/00/94	150.460
708	CAMEL L + SPL	2	SP		US	4/00/94	75.230
711	CAMEL L	2	BC		US	7/00/94	48.900
713	CAMEL L	2			US	8/00/94	37.615
122	CAMEL SP L	2			US	6/00/94	37.615
306	CAPRI +UL + 120	4	SP		US	7/00/94	75.230

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AD #	BRAND	MFG	SIZE	CLR	MAGAZINE	ISSUE	PRICE
311	CAPRI +UL + 120	4	SP		US	9/00/94	78.990
293	CAPRI 100+100M	4	BC		US	2/00/94	48.900
298	CAPRI 100+100M	4	SP		US	4/00/94	75.230
313	CAPRI 100+100M	4			US	10/00/94	37.615
103	CAPRI UL+MUL	4			US	3/00/94	37.615
678	KOOL	4	BC		US	3/00/94	48.900
684	KOOL	4	3C		US	4/00/94	37.615
682	KOOL	4			US	5/00/94	37.615
687	KOOL	4			US	6/00/94	37.615
703	KOOL	4	SP		US	8/00/94	75.230
705	KOOL	4			US	9/00/94	37.615
720	KOOL	4	SP		US	11/00/94	75.230
724	KOOL	4	SP		US	12/00/94	75.230
1989	MARLBORO	1	SP		US	3/00/94	75.230
2007	MARLBORO	1	CS		US	7/00/94	75.230
2019	MARLBORO	1	CS		US	9/00/94	75.230
2032	MARLBORO	1	SP		US	12/00/94	75.230
695	MARLBORO L	1	SP		US	2/00/94	78.990
702	MARLBORO L	1	CS		US	4/00/94	75.230
706	MARLBORO L	1	BC		US	6/00/94	48.900
717	MARLBORO L	1	BC		US	10/00/94	48.900
984	MERIT+UL+ULTIMA	1			US	1/00/94	37.615
191	MISTY SLIM L+ML	3			US	6/00/94	37.615
197	MISTY L + 120L	3			US	8/00/94	37.615
201	MISTY L + 120L	3			US	10/00/94	37.615
202	MISTY L + 120L	3			US	12/00/94	37.615
109	MISTY ML+ 120ML	3	BC		US	11/00/94	48.900
773	NEWPORT	5			US	2/00/94	37.615
791	NEWPORT	5			US	11/00/94	37.615
793	NEWPORT	5			US	12/00/94	37.615
784	NEWPORT+L	5			US	7/00/94	37.615
784	NEWPORT+L	5			US	8/00/94	37.615
786	NEWPORT+L	5			US	9/00/94	37.615
787	NEWPORT+L	5	SP		US	10/00/94	75.230
250	PARLIAMENT L	1			US	5/00/94	37.615
252	PARLIAMENT L	1			US	6/00/94	37.615
258	PARLIAMENT L	1			US	7/00/94	37.615
257	PARLIAMENT L	1			US	8/00/94	37.615
256	PARLIAMENT L	1			US	9/00/94	37.615
267	PARLIAMENT L	1			US	10/00/94	37.615
268	PARLIAMENT L	1			US	12/00/94	37.615
658	SALEM	2			US	12/00/94	37.615
617	V SLIMS L	1	SP		US	3/00/94	78.990
619	V SLIMS L	1	P+PUC		US	4/00/94	66.755
626	V SLIMS L	1	BC		US	8/00/94	48.900
627	V SLIMS L	1			US	9/00/94	37.615
630	V SLIMS L	1			US	10/00/94	37.615
632	V SLIMS L	1			US	11/00/94	37.615
636	V SLIMS L	1			US	12/00/94	37.615
615	V SLIMS L+ML	1			US	1/00/94	37.615
107	WINSTON SEL L	2	SP		US	11/00/94	75.230
110	WINSTON SEL L	2	1/2	SP	US	12/00/94	52.680

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AD #	BRAND	MFG	SIZE	CLR	MAGAZINE	ISSUE	PRICE
415	B&H L	1		BC	U.S. NEWS & W R	10/31/94	122.017
576	B+H	1		BC	U.S. NEWS & W R	9/19/94	122.017
439	CARLTON	3			U.S. NEWS & W R	5/30/94	80.900
439	CARLTON	3		BC	U.S. NEWS & W R	6/20/94	107.980
445	CARLTON	3			U.S. NEWS & W R	8/08/94	80.900
445	CARLTON	3			U.S. NEWS & W R	8/22/94	80.900
445	CARLTON	3			U.S. NEWS & W R	9/12/94	80.900
445	CARLTON	3			U.S. NEWS & W R	9/19/94	80.900
449	CARLTON	3			U.S. NEWS & W R	10/24/94	80.900
448	CARLTON	3	1/2 PG		U.S. NEWS & W R	12/05/94	57.093
1985	MARLBORO	1		BC	U.S. NEWS & W R	3/28/94	122.017
989	MERIT+UL+ULTIMA	1		BC	U.S. NEWS & W R	1/24/94	122.017
1001	MERIT+UL+ULTIMA	1			U.S. NEWS & W R	3/14/94	91.417
1008	MERIT+UL+ULTIMA	1			U.S. NEWS & W R	3/28/94	91.417
1010	MERIT+UL+ULTIMA	1			U.S. NEWS & W R	4/11/94	91.417
1021	MERIT+UL+ULTIMA	1			U.S. NEWS & W R	4/25/94	91.417
1028	MERIT+UL+ULTIMA	1		BC	U.S. NEWS & W R	6/06/94	122.017
1066	MERIT+UL+ULTIMA	1			U.S. NEWS & W R	12/26/94	91.417
418	B&H L	1		SP	VANITY FAIR	11/00/94	135.815
551	B+H	1		SP	VANITY FAIR	5/00/94	135.815
554	B+H	1			VANITY FAIR	6/00/94	67.908
570	B+H	1			VANITY FAIR	7/00/94	67.908
580	B+H	1		3C	VANITY FAIR	10/00/94	71.300
235	B+H UL	1			VANITY FAIR	8/00/94	67.908
239	B+H UL	1			VANITY FAIR	12/00/94	67.908
311	CAPRI +UL + 120	4		SP	VANITY FAIR	9/00/94	135.815
293	CAPRI 100+100M	4			VANITY FAIR	2/00/94	67.908
298	CAPRI 100+100M	4		SP	VANITY FAIR	4/00/94	135.815
310	CAPRI 100+100M	4			VANITY FAIR	7/00/94	67.908
307	CAPRI 100+100M	4		3C	VANITY FAIR	8/00/94	71.300
316	CAPRI 100+100M	4		3C	VANITY FAIR	11/00/94	71.300
313	CAPRI 100+100M	4		3C	VANITY FAIR	12/00/94	71.300
103	CAPRI UL+MUL	4			VANITY FAIR	3/00/94	67.908
1981	MARLBORO	1		BC	VANITY FAIR	2/00/94	84.882
1985	MARLBORO	1		BC	VANITY FAIR	3/00/94	84.882
2001	MARLBORO	1		BC	VANITY FAIR	6/00/94	84.882
1021	MERIT+UL+ULTIMA	1		3C	VANITY FAIR	5/00/94	71.300
1049	MERIT+UL+ULTIMA	1			VANITY FAIR	7/00/94	67.908
1051	MERIT+UL+ULTIMA	1			VANITY FAIR	8/00/94	67.908
1062	MERIT+UL+ULTIMA	1		PG+FO	VANITY FAIR	10/00/94	118.841
1060	MERIT+UL+ULTIMA	1			VANITY FAIR	11/00/94	67.908
250	PARLIAMENT L	1			VANITY FAIR	5/00/94	67.908
252	PARLIAMENT L	1			VANITY FAIR	6/00/94	67.908
258	PARLIAMENT L	1			VANITY FAIR	7/00/94	67.908
260	PARLIAMENT L	1		SP	VANITY FAIR	8/00/94	135.815
257	PARLIAMENT L	1			VANITY FAIR	9/00/94	67.908
264	PARLIAMENT L	1			VANITY FAIR	10/00/94	67.908
267	PARLIAMENT L	1			VANITY FAIR	11/00/94	67.908
705	CAMEL L + SPL	2		8PG FO	VOGUE	3/00/94	484.656
708	CAMEL L + SPL	2		SP	VOGUE	4/00/94	121.164
718	CAMEL L	2		SP	VOGUE	10/00/94	121.164
720	CAMEL L	2			VOGUE	11/00/94	60.582

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AD #	BRAND	MFG	SIZE	CLR	MAGAZINE	ISSUE	PRICE
122	CAMEL SP L	2			VOGUE	6/00/94	60.582
311	CAPRI +UL + 120	4	SP		VOGUE	9/00/94	121.164
293	CAPRI 100+100M	4			VOGUE	2/00/94	60.582
298	CAPRI 100+100M	4	SP		VOGUE	4/00/94	121.164
310	CAPRI 100+100M	4	3C		VOGUE	7/00/94	63.584
307	CAPRI 100+100M	4			VOGUE	8/00/94	60.582
313	CAPRI 100+100M	4			VOGUE	10/00/94	60.582
316	CAPRI 100+100M	4	3C		VOGUE	11/00/94	63.584
105	CAPRI UL+MUL	4			VOGUE	6/00/94	60.582
101	CARTIER L	1	1/2 PG		VOGUE	12/00/94	40.388
1985	MARLBORO	1	BC		VOGUE	3/00/94	75.716
1991	MARLBORO	1			VOGUE	4/00/94	60.582
2007	MARLBORO	1	SP		VOGUE	7/00/94	121.164
2011	MARLBORO	1	SP		VOGUE	8/00/94	121.164
2017	MARLBORO	1	3C		VOGUE	9/00/94	63.584
2032	MARLBORO	1	SP		VOGUE	12/00/94	121.164
696	MARLBORO L	1	3C		VOGUE	2/00/94	63.584
705	MARLBORO L	1	SP		VOGUE	6/00/94	121.164
718	MARLBORO L	1	SP		VOGUE	10/00/94	121.164
716	MARLBORO L	1	SP		VOGUE	11/00/94	121.164
658	SALEM	2			VOGUE	12/00/94	60.582
619	V SLIMS L	1	P+PUC		VOGUE	4/00/94	102.661
625	V SLIMS L	1	SP		VOGUE	8/00/94	121.164
627	V SLIMS L	1			VOGUE	9/00/94	60.582
629	V SLIMS L	1	SP		VOGUE	10/00/94	121.164
125	V SLIMS ML	1	SP		VOGUE	7/00/94	121.164
126	WINSTON SELECT	2	4P+POP		VOGUE	12/00/94	302.910
108	WINSTON SEL L	2			VOGUE	11/00/94	60.582
551	B+H	1	SP		WOMAN'S DAY	5/17/94	208.500
554	B+H	1			WOMAN'S DAY	6/07/94	104.250
564	B+H	1	SP		WOMAN'S DAY	6/28/94	208.500
570	B+H	1			WOMAN'S DAY	7/19/94	104.250
578	B+H	1	SP		WOMAN'S DAY	10/11/94	208.500
590	B+H	1	BC		WOMAN'S DAY	11/01/94	163.930
234	B+H UL	1			WOMAN'S DAY	8/09/94	104.250
243	B+H UL	1	SP		WOMAN'S DAY	12/20/94	208.500
115	BASIC	1	BC		WOMAN'S DAY	1/11/94	145.455
118	BASIC	1	3C		WOMAN'S DAY	2/01/94	134.460
124	BASIC	1			WOMAN'S DAY	3/15/94	104.250
130	BASIC	1			WOMAN'S DAY	5/17/94	104.250
134	BASIC	1			WOMAN'S DAY	6/07/94	104.250
137	BASIC	1			WOMAN'S DAY	8/09/94	104.250
148	BASIC	1			WOMAN'S DAY	11/01/94	104.250
305	CAPRI +UL + 120	4	SP		WOMAN'S DAY	6/28/94	241.000
298	CAPRI 100+100M	4	SP		WOMAN'S DAY	4/26/94	208.500
310	CAPRI 100+100M	4	BC		WOMAN'S DAY	7/19/94	163.930
310	CAPRI 100+100M	4	3C		WOMAN'S DAY	9/01/94	134.460
307	CAPRI 100+100M	4	BC		WOMAN'S DAY	9/20/94	163.930
316	CAPRI 100+100M	4	3C		WOMAN'S DAY	11/22/94	134.460
103	CAPRI UL+MUL	4			WOMAN'S DAY	3/15/94	104.250
441	CARLTON	3			WOMAN'S DAY	5/17/94	104.250
441	CARLTON	3			WOMAN'S DAY	6/07/94	104.250

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444	CARLTON	3			WOMAN'S DAY	7/19/94	104.250
444	CARLTON	3			WOMAN'S DAY	8/09/94	104.250
446	CARLTON	3			WOMAN'S DAY	9/01/94	104.250
449	CARLTON	3			WOMAN'S DAY	11/01/94	104.250
447	CARLTON	3			WOMAN'S DAY	11/22/94	104.250
453	CARLTON	3			WOMAN'S DAY	12/20/94	104.250
1989	MARLBORO	1	SP		WOMAN'S DAY	3/15/94	208.500
2019	MARLBORO	1	SP		WOMAN'S DAY	9/20/94	208.500
718	MARLBORO L	1	SP		WOMAN'S DAY	11/01/94	208.500
716	MARLBORO L	1	SP		WOMAN'S DAY	11/22/94	208.500
723	MARLBORO L	1	3C		WOMAN'S DAY	12/20/94	134.460
987	MERIT+UL+ULTIMA	1	SP		WOMAN'S DAY	1/11/94	185.000
994	MERIT+UL+ULTIMA	1	SP		WOMAN'S DAY	2/22/94	208.500
1030	MERIT+UL+ULTIMA	1	BC		WOMAN'S DAY	6/28/94	163.930
1047	MERIT+UL+ULTIMA	1			WOMAN'S DAY	7/19/94	104.250
1053	MERIT+UL+ULTIMA	1	SP		WOMAN'S DAY	9/20/94	208.500
1061	MERIT+UL+ULTIMA	1	SP		WOMAN'S DAY	10/11/94	208.500
190	MISTY SLIM L+ML	3			WOMAN'S DAY	3/15/94	104.250
193	MISTY SLIM L+ML	3			WOMAN'S DAY	4/26/94	104.250
194	MISTY SLIM L+ML	3			WOMAN'S DAY	6/28/94	104.250
201	MISTY L + 120L	3			WOMAN'S DAY	11/01/94	104.250
200	MISTY L + 120L	3			WOMAN'S DAY	11/22/94	104.250
109	MISTY ML+ 120ML	3			WOMAN'S DAY	10/11/94	104.250
136	V SLIMS	1	6PG	GT	WOMAN'S DAY	3/15/94	658.000
619	V SLIMS L	1	P+PUC		WOMAN'S DAY	4/26/94	191.330
625	V SLIMS L	1	SP		WOMAN'S DAY	8/09/94	208.500
628	V SLIMS L	1			WOMAN'S DAY	9/01/94	104.250
630	V SLIMS L	1			WOMAN'S DAY	10/11/94	104.250
631	V SLIMS L	1			WOMAN'S DAY	11/22/94	104.250
615	V SLIMS L+ML	1			WOMAN'S DAY	1/11/94	92.500
621	V SLIMS L+ML	1	3C		WOMAN'S DAY	5/17/94	134.460
125	V SLIMS ML	1	SP		WOMAN'S DAY	7/19/94	208.500
115	BASIC	1	BC		WOMAN'S WORLD	1/04/94	33.280
131	BASIC	1	BC		WOMAN'S WORLD	4/05/94	21.450
630	V SLIMS L	1			WOMAN'S WORLD	10/11/94	21.450
554	B+H	1			WORKING MOTHER	5/00/94	37.925
564	B+H	1	SP		WORKING MOTHER	6/00/94	75.850
570	B+H	1			WORKING MOTHER	7/00/94	37.925
579	B+H	1	SP		WORKING MOTHER	10/00/94	75.850
237	B+H UL	1			WORKING MOTHER	8/00/94	37.925
242	B+H UL	1			WORKING MOTHER	11/00/94	37.925
190	MISTY SLIM L+ML	3	3C		WORKING MOTHER	3/00/94	41.720
193	MISTY SLIM L+ML	3			WORKING MOTHER	4/00/94	37.925
194	MISTY SLIM L+ML	3			WORKING MOTHER	5/00/94	37.925
191	MISTY SLIM L+ML	3			WORKING MOTHER	6/00/94	37.925
201	MISTY L + 120L	3			WORKING MOTHER	11/00/94	37.925
108	MISTY ML+ 120ML	3			WORKING MOTHER	8/00/94	37.925
619	V SLIMS L	1			WORKING MOTHER	4/00/94	37.925
625	V SLIMS L	1	SP		WORKING MOTHER	8/00/94	75.850
628	V SLIMS L	1			WORKING MOTHER	9/00/94	37.925
631	V SLIMS L	1			WORKING MOTHER	11/00/94	37.925
615	V SLIMS L+ML	1			WORKING MOTHER	1/00/94	37.925

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AD #	BRAND	MFG	SIZE	CLR	MAGAZINE	ISSUE	PRICE
622	V SLIMS L+ML	1			WORKING MOTHER	5/00/94	37,925
417	B&H L	1	SP		WORKING WOMAN	11/00/94	81,000
555	B+H	1	SP		WORKING WOMAN	5/00/94	81,000
550	B+H	1			WORKING WOMAN	6/00/94	40,500
568	B+H	1			WORKING WOMAN	7/00/94	40,500
238	B+H UL	1			WORKING WOMAN	8/00/94	40,500
246	B+H UL	1	SP		WORKING WOMAN	12/00/94	81,000
441	CARLTON	3			WORKING WOMAN	4/00/94	40,500
441	CARLTON	3	3C		WORKING WOMAN	6/00/94	42,600
444	CARLTON	3			WORKING WOMAN	7/00/94	40,500
446	CARLTON	3			WORKING WOMAN	8/00/94	40,500
446	CARLTON	3			WORKING WOMAN	9/00/94	40,500
449	CARLTON	3			WORKING WOMAN	10/00/94	40,500
447	CARLTON	3			WORKING WOMAN	11/00/94	40,500
453	CARLTON	3			WORKING WOMAN	12/00/94	40,500
190	MISTY SLIM L+ML	3			WORKING WOMAN	3/00/94	40,500
194	MISTY SLIM L+ML	3			WORKING WOMAN	5/00/94	40,500
197	MISTY L + 120L	3	BC		WORKING WOMAN	8/00/94	50,800
201	MISTY L + 120L	3			WORKING WOMAN	10/00/94	40,500
108	MISTY ML+ 120ML	3			WORKING WOMAN	9/00/94	40,500
140	V SLIMS	1			WORKING WOMAN	11/00/94	40,500
619	V SLIMS L	1	P+PUC		WORKING WOMAN	4/00/94	70,100
634	V SLIMS L	1	SP+BKL		WORKING WOMAN	11/00/94	121,500
621	V SLIMS L+ML	1			WORKING WOMAN	5/00/94	40,500

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